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Community Advertising Is Explained by All-Year Club Man in Talk to Publishers

Emphasizing the increasing value of newspaper advertising, Don Thomas, executive secretary of the All-Year Club of Southern California, addressed the members of the California Newspaper Publishers' association in their annual convention at the Breakers Hotel in Long Beach.

Publishers, editors, feature writers and advertising managers, representing nearly all of the newspapers printed in California, were quick to acclaim Mr. Thomas' brilliant speech as the "highlight" of the day's program.

Entitled "Community Advertising and What It Is Doing for California," Secretary Thomas' address was presented with facts and figures and described newspapers as "spark plugs for immediate action in all departments of the nation's commerce."

Excerpts from his address follow:

"For a community to expect that the business interests of other communities throughout the world should pay for its exploitation program by conducting it through the medium of a so-called 'free-publicity' campaign is a reasoning repugnant to our national sense of business ethics. As best 'free-publicity' is a two-edged weapon. Newspapers are dedicated to the principle of releasing news. There is more often news interest in something against a community in the national sense than there is in proclaiming a community's virtues."

"A recent national survey shows that for 1929 a total of \$5,137,805.61 was invested in newspaper advertising budgets by 123 United States communities."

"Ten years ago California had the field of community advertising to herself, today 45 per cent of the community advertising is being done by other communities. California still retains her rank as the leading individual community advertiser with Florida, Texas, Colorado, Georgia, Michigan, Hawaii, North Carolina, Washington and Virginia following in the order named in the total of their annual investment."

"A survey conducted by the American Newspaper Publishers' association places the amount of newspaper advertising at \$1,514,981 annually."

"Roger Babson is reported to have estimated the nation's bill for tourist travel to be \$3,600,000,000 annually. The tourist industry therefore is larger than the nation's meat packing industry. It is as large as the total iron and steel business of the United States and one-half as large as the total railroad business."

"Up until 1921 Southern California had tourist business for two winter months only. Visitors shunned this section in summer, feeling that if the winters are mild the summers must be unbearable. The All-Year club was organized in May, 1921, to create a summer tour-

ist season and to build the winter season to the proportions of the summer. From practically no summer tourists in 1921, an actual count of 570,085 visitors was had for the summer of 1929. California had some 40 years of 'free publicity' but it brought no summer tourists."

"Reliable economists have computed the annual expenditures of short and long stay transients in the 10 Southern California counties at \$244,667,038."

"Economists have likewise established that a minimum of \$125,000,000 annually is received by long transients as dividends and interest from eastern investments, practically all of which is expended or invested locally."

"With \$5,000,000 being expended by United States communities and \$3,000,000 by the Europeans, California faces \$8,000,000 in advertising promotion budgets expended in the United States annually for the prime purpose of attracting American tourists and American capital. With 70 per cent of the nation's population and 87 per cent of the federal income taxes paid by persons located east of the Mississippi, California's selling job never can be an easy one."

"California's newspaper advertising in the east crystallizes the desire of thousands to spend a vacation here into definite action, so more than 1,000,000 persons come here annually on pleasure trips. Without the stimulus of the advertising and helpful follow-up material to inquirers, the majority of these money-spending visitors never take their homes or offices or advertising had invited them."

Hospital Notes

Mrs. Anna Barlow, 144 E. 110th street, Los Angeles, who underwent an operation recently, will be able to go home in a few days.

Mrs. Amella Clark, 1723 Neptune, Wilmington, underwent an operation Saturday.

Mr. Robert Denning of Monrovia, brother-in-law of Mrs. Janet Woodburn, is getting along nicely following a recent operation.

Kelley Dobbins of the Ideal hotel is doing nicely following an operation.

Mrs. Zoe Diethers, 918 Cota avenue, is improving, after an operation January 2.

Miss Ruth Faust, 428 North Gertrude street, Redondo, is in the hospital.

R. C. Fritz, 1241 Georgina avenue, Santa Monica, underwent an operation Saturday morning.

Mrs. Ida Hull, 216 South Catalina, Redondo, underwent an operation Saturday and is doing nicely.

Mrs. Emma Haneschka, 2207 Arlington avenue, is improving.

Miss Edna Knook, 207 S. Francisco, Redondo, had an emergency operation January 8.

Charles May, 1633 Marcellina, who was injured in an auto accident December 20, is doing nicely.

Mr. George Powell, 3025 Fir street, Lomita, is still in the hospital.

Mrs. Bessie Session, 1486 330th street, underwent an operation January 5.

Mrs. Anna Spring, 1324 Portola former bookkeeper at the hospital, is getting along nicely.

Births
To Mr. and Mrs. John McFarland, Box 601, Route 1, Redondo, a baby girl, January 8.

To Mr. and Mrs. J. J. Portlock, 8104 Portola, a girl, January 8.

To Mr. and Mrs. Carl D. Fiske, 2305 Redondo boulevard, a baby boy, January 9.

To Mr. and Mrs. Richard Conner, 727 North Juanita, Redondo, a boy, January 11.

To Mr. and Mrs. J. E. Robinson, 1307 Cota, a baby girl January 12.

To Mr. and Mrs. Mike Lopin, Redondo Beach, a boy, January 6.

Danny Mousaklis, 2011 Riverside, Redondo boulevard, is in the Torrance hospital suffering from a fractured foot and head cut sustained in an auto accident Sunday evening.

Indian War Vet from Provo, Utah Visiting Torrance
Visiting here from Provo, Utah, home of the Columbia Steel mines and plant, is John Johnson, father of Mrs. John McCune of 2117 Redondo boulevard. Mr. Johnson came to Provo in the fall of 1864 from Norway and has made his home there ever since. He is a veteran of the Black Hawk Indian war which was waged in Utah in 1866, and tells some interesting tales of his experiences as a boy of 15 when he enlisted to fight off the Indians who were ravaging Utah.

Mr. Johnson expects to remain with his daughter for another fortnight. His two sons with their families accompanied him to Southern California but have returned.

Electric Ranges to Be Sold at Special Prices

With more than 25,000 electric ranges already in service over the Southern California Edison company system, the merchandising department of the company has started its 1930 program of activities with a new range offering of more than usual merit, according to C. W. Koerner, district manager.

"We have been fortunate," Mr. Koerner said, "in securing a number of new Hotpoint electric ranges to be sold immediately in the district. These ranges are a part of a large purchase made by the Edison company at an attractive price and the company is now able to offer them to the public at a figure which will represent a substantial saving. Because of the popularity of the ranges, the number made available to each of the thirty one Edison company districts necessarily was limited."

In offering these ranges to the public the Edison company has inaugurated a special program of newspaper advertising. Mr. Koerner said. A series of advertisements describing the advantages of the ranges and of cooking by electricity will appear in the newspapers of this district. In connection with the announcement of the newest range offering, Mr. Koerner also pointed out that the users of electric ranges on the Edison company system enjoy the advantages of a special low rate of electric service. This rate, in homes where an electric range is used, also applies to all other uses of electricity in the household.

Revival Service at Christian Church

Beginning first Sunday in February, the First Christian Church of Torrance will engage in a series of revival services. The church has secured Evangelist George B. Kellem, state evangelist to Arkansas to lead the series. A more definite announcement concerning the details of the revival will be given later.

And Now Comes The Income Tax

But It's Not So Bad As It Appears, Because Rates Have Been Lowered

Galen H. Welch, collector of internal revenue today mailed over 250,000 forms for return of income tax for 1929. All these returns must be made on or before March 15, 1930, to avoid penalty.

The forms sent out by Collector Welch were printed before the joint resolution, recently voted by congress, reducing tax rates, was passed, and each form is accompanied by a slip advising the taxpayer how to change the form so as to compute the tax correctly and avoid overpayment.

The new rates on normal tax are 1/2% on the first four thousand dollars of taxable income, 2% on the next four thousand, and 4% on all over eight thousand. These rates should be entered on the form instead of 1 1/2%, 3% and 5% as printed thereon. There is no change in surtax rates.

The corporation income tax rate for 1929 is reduced from 12% to 11% and the forms must be changed accordingly to avoid overpayment.

Exemptions remain as before: \$1500.00 for a single person, and \$3500.00 for a married person or head of a family. Every person having an income of the above amounts (according to marital status) must make a return, and every

person, regardless of exemption, whose gross income is \$5000.00 or more, must make a return irrespective of the net income.

Persons requiring forms may procure same by calling at or writing to the collector's office at Los Angeles, or the branch offices at Long Beach, San Diego, San Bernardino, Santa Barbara, Bakersfield and Pasadena.

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If it were priced comparable to the present standard of radio merchandise, it would be the most costly radio made... because in the new "60" and "55" you will find quality and dependability as well as performance, that far surpasses the rest in every detail.

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